	Application No.	Applicant(s)
Notice of Allowability	10/601,013	AGRAWAL ET AL.
	Examiner	Art Unit	
	NAVNEET K. AHLUWALIA	2166	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to <u>09/25/2009</u>.

2. ☒ The allowed claim(s) is/are <u>1,4-11,13-30,38-60(now renumbered 1-50)</u>.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a) ☐ All   b) ☐ Some*   c) ☐ None of the:

        1. ☐ Certified copies of the priority documents have been received.

        2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

        3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

    * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

    (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

        1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____ .

    (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of
        Paper No./Mail Date _____ .

    Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO/SB/08),
    Paper No./Mail Date _____

4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

5. ☐ Notice of Informal Patent Application

6. ☒ Interview Summary (PTO-413),
    Paper No./Mail Date <u>09252009</u> .

7. ☒ Examiner's Amendment/Comment

8. ☐ Examiner's Statement of Reasons for Allowance

9. ☐ Other _____ .

/Khanh B. Pham/
Primary Examiner, Art Unit 2166

EXAMINER'S AMENDMENT

1.   An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

        Authorization for this examiner's amendment was given in a telephone interview

with Scott Adams on 09/25/2009.

        The application has been amended as follows: The claim listing of 08/25/2009 is

replaced by as follows

Listing of Claims:

        1.   (Currently Amended) A computer-based method performed in a

computer system for identifying a product relating to a web page configured to be

displayed through a first web site, the method comprising:

        storing in the computer system a plurality of previously submitted queries

submitted through a second web site by users of the second web site, said second

website associated with a vendor that offers products for consumption, each of the

previously submitted queries having a popularity value stored in the computer system;

        receiving at the computer system a request for product information from

an associate of the vendor, said request including content derived from the web page;

        identifying at the computer system previously submitted queries that

match at least a portion of the content derived from the web page, the identified

previously submitted queries from the plurality of previously submitted queries;

        selecting at the computer system an identified previously submitted query

based at least in part on the popularity value of the identified previously submitted

query;

submitting from the computer system the selected previously submitted query to a product search engine to identify a product, based at least in part on experience-based relevance of the product to the selected previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the selected previously submitted query, that is related to the content; and

providing from the computer system information about the identified product to be displayed on the web page through the first web site.

2.   (Cancelled)

3.   (Cancelled)

4.   (Previously Presented) The method of claim 1 including selecting product data for the identified product.

5.   (Previously Presented) The method of claim 1 wherein the content is an article of the web page.

6.   (Original) The method of claim 1 wherein the content is a headline of the web page.

7.   (Original) The method of claim 1 wherein the web page represents a web log.

8.   (Original) The method of claim 1 wherein the web page contains an instant messaging message.

9.   (Previously Presented) The method of claim 1 wherein the content is derived from information provided by an associate of a vendor web site that sells products.

10.   (Currently Amended) The method of claim 9 wherein the associate is compensated based <u>at least in part</u> on a user purchase of the identified product.

11.   (Currently Amended) A computer-based method performed in a computer system for providing information about a product to be associated with content from a first system, the method comprising:

storing in the computer system a plurality of previously-submitted queries submitted to a second system, said second system associated with an associate vendor, each previously submitted query having a popularity of submission value stored in the computer system;

<u>receiving at the computer system a request for product information, said request including content information derived from the content;</u>

identifying at the computer system<u>, based at least in part on the content information,</u> a previously submitted query from the plurality of previously submitted queries based <u>at least in part</u> on a relevance of the previously submitted query to the content and the popularity of submission value of the previously submitted query;

submitting from the computer system the identified previously submitted query to select a product<u>, based at least in part on experience-based relevance of the product to the identified previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the identified previously submitted query,</u> that matches the identified previously submitted query as the product to be associated with the content; and

providing from the computer system information about the selected product to be associated with the content through the first system.

12.   (Cancelled)

13.   (Currently Amended) The method of claim 11 wherein the relevance of the previously submitted query to the content is based <u>at least in part</u> on matching phrases in the content to the previously submitted query.

14.   (Currently Amended) The method of claim 11 wherein identifying using the computer system to identify the previously submitted query involves selecting a relevant previously submitted query that is most popular.

15.   (Currently Amended) The method of claim 11 wherein the selecting of a product includes:

identifying products that match the identified previously submitted query;

ranking the identified products based at least in part on the experience of users who accessed results of similar queries; and

selecting a high-ranking product as the product that matches the identified previously submitted query.

16.   (Original) The method of claim 11 wherein the content is related to an article.

17.   (Original) The method of claim 16 wherein the content is a headline of the article.

18.   (Original) The method of claim 16 wherein the content is a body of the article.

19.   (Original) The method of claim 16 wherein the content is a portion of a body of the article.

20.   (Original) The method of claim 11 wherein the content is a web log.

21.   (Original) The method of claim 11 wherein the content is an instant messaging message.

22.   (Original) The method of claim 11 wherein the content is a portion of a dynamically generated web page.

23.   (Original) The method of claim 11 wherein the content is provided by an associate of a vendor web site that sells products.

24.   (Original) The method of claim 23 including providing to the associate an advertisement for the selected product.

25.   (Currently Amended) The method of claim 24 wherein the associate is compensated based <u>at least in part</u> on a user purchase of the selected product.

26.   (Currently Amended) A method in a computer system for providing information relating to content of a first web page, the method comprising:

receiving a request to view the content from a visitor of the first web page;

sending <u>at least a portion of</u> the content to a web service associated with a vendor that offers products for consumption, the web service for storing a plurality of previously submitted queries, for identifying<u>, based at least in part on a popularity value stored for the plurality of previously submitted queries,</u> a previously submitted query from the plurality of previously submitted queries that is related to the sent content, and for selecting a product of said products<u>, based at least in part on experience-based relevance of the product to the identified previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the identified previously submitted query,</u> that matches the identified previously submitted query as the product to be associated with the content;

receiving information relating to the product associated with the content; and

concurrently displaying the content and the received information to the visitor of the first web page.

27.   (Currently Amended) The method of claim 26 wherein the identifying of a previously submitted query is based <u>at least in part</u> on popularity of the query.

28.   (Original) The method of claim 26 wherein the received information is product data.

29.   (Original) The method of claim 26 wherein the received information is an advertisement.

30.   (Original) The method of claim 26 wherein the web service is provided by a vendor and the content is provided by an associate of the vendor.

Claims 31-37.   (Canceled)

38.   (Currently Amended) A computer system for providing product information relating to content, comprising:

a popularity-based query table containing previously submitted queries submitted by users of the computer system and indications of the popularity of the queries among users, said computer system associated with a vendor that offers products for consumption;

a component that identifies previously submitted queries of the popularity-based query table that match at least a portion of content in a request for product information, said request received from a source external to the computer system, the external source configured to display the content to users visiting the external source;

a component that selects an identified previously submitted query based at least in part on its indication of popularity as indicated by the popularity-based query table; and

a component that, in response to said request and based at least in part on experience-based relevance of the product to the selected identified previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the selected identified previously submitted query, provides information about a product product, corresponding to the selected identified previously submitted query, to be displayed with the content through the external source.

39.   (Currently Amended) The computer system of claim 38 including a component that submits the selected identified previously ~~selected~~ submitted query to a query engine to identify information relating to the content.

40.   (Original) The computer system of claim 39 wherein the query engine is experience-based.

41.   (Original) The computer system of claim 39 wherein the information is product data.

42.   (Previously Presented) The computer system of claim 38 wherein the content is received from an associate of the vendor's web site.

43.   (Previously Presented) The computer system of claim 38 wherein the identifying of previously submitted queries includes identifying the longest phrases of the content that match a query.

44.   (Currently Amended) The computer system of claim 38 wherein the popularity of a query is based at least in part on when users purchase the product identified by results of the query.

45.   (Currently Amended) The computer system of claim 38 wherein the popularity of a query is based at least in part on when users request information on a product identified by results of the query.

46.   (Currently Amended) The computer system of claim 38 wherein the previously submitted queries have been ~~are~~ submitted by users of a web site associated with the computer system.

47.   (Currently Amended) A computer-readable storage medium containing instructions for controlling a computer system to provide product data by a method comprising:

generating at the computer system to generate a popularity-based query table containing previously submitted queries submitted by users of a vendor's web site and indications of the popularity of the queries among the users;

receiving at the computer system content to be displayed on an associate's web site, the associate's web site configured to concurrently display product data provided by the vendor and the content;

identifying at the computer system previously submitted queries of the popularity-based query table that match the received content;

selecting at the computer system an identified previously submitted query based at least in part on its indication of popularity as indicated by the popularity-based query table;

submitting from the computer system the selected identified previously submitted query to identify products, based at least in part on experience-based relevance of the products to the selected identified previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the selected identified previously submitted query, that match the selected identified previously submitted query;

retrieving to the computer system product data associated with an identified product; and

sending from the computer system the retrieved product data to be displayed with the content on the associate's web site.

48.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the submitting of the selected identified previously submitted query is performed by an experience-based query engine.

49.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the identifying of previously submitted queries includes identifying the longest phrases of the received content that match a query.

50.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the popularity of a query is based <u>at least in part</u> on when users purchase a product identified by results of the query.

51.   (Currently Amended) The computer-readable storage medium of claim 47 wherein the popularity of a query is based <u>at least in part</u> on when users request information on a product identified by results of the query.

52.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the products are offered for sale by the vendor.

53.   (Previously Presented) The computer-readable storage medium of claim 47 wherein the content is derived from a web page to be served by the associate.

54.   (Previously Presented) The computer-readable storage medium of claim 53 wherein the associate is compensated by the vendor when a user to whom the web page is served purchases the product from the vendor.

55.   (Currently Amended) A computer system for identifying products related to content, comprising:

means for providing a popularity-based query table containing previously submitted queries and indications of the popularity of each of the previously submitted queries;

means for receiving a request to identify products related to content<u>, said request</u> from an external source associated with a vendor that offers said products for consumption;

means for selecting a previously submitted query from the popularity-based query table based <u>at least in part</u> on the indication of popularity of the selected previously submitted query and the received content;

means for identifying products<u>, based at least in part on experience-based relevance of the products to the selected previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries</u>

similar to the selected previously submitted query, that match the selected previously submitted query; and

means for providing information about the identified products to the external source to be displayed concurrently with the content in response to receiving the request.

56.   (Currently Amended) A method in a computer system of a vendor for providing product data relating to content provided by an associate of the vendor, the method comprising:

storing at the computer system of the vendor a plurality of previously submitted queries received by the computer system of the vendor, the queries received by users of the computer system of the vendor;

receiving at the computer system of the vendor a request from the associate for product data for a product relating to content transmitted to users by a computer system of the associate;

identifying at the computer system of the vendor a previously submitted query among the plurality of previously submitted queries that matches the content;

executing at the computer system of the vendor the identified previously submitted query to identify, based at least in part on experience-based relevance of the products to the identified previously submitted query, said experience-based relevance based at least in part on interactions of users with results of queries similar to the identified previously submitted query, a product that matches the identified previously submitted query;

retrieving to the computer system of the vendor product data relating to the product that matches the identified previously submitted query; and

sending from the computer system of the vendor to the computer system of the associate the retrieved product data.

57.   (Currently Amended) The method of claim 56 wherein the <u>identified</u> previously submitted query is identified based <u>at least in part on</u> the popularity of previously submitted queries among users.

58.   (Currently Amended) The method of claim 56 wherein the <u>identified previously submitted</u> query is not identified based on the popularity of previously submitted queries among users.

59.   (Original) The method of claim 56 wherein the method is provided as a web service of the vendor.

60.   (Original) The method of claim 56 wherein the product data is an advertisement for a product sold by the vendor.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Navneet K. Ahluwalia whose telephone number is 571-272-5636.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alam T. Hosain can be reached on 571-272-3978. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Navneet K. Ahluwalia/   /Khanh B. Pham/
Examiner, Art Unit 2166   Primary Examiner, Art Unit 2166

Dated: 09/27/2009